Pola celebrates 10 years

Southern Dental Industry’s (SDI) Pola tooth whitening system is celebrating 10 years of tooth whitening success. Since being launched at the International Dental Show (IDS) 2001 exhibition, Pola tooth whitening systems have whitened millions of smiles all over the world. SDI’s formula for success has focused on minimizing sensitivity and maximizing whitening effectiveness for patients and dentists alike. The Pola tooth whitening system is composed of both in-office and take-home options.

Pola Office+ is an auto-mixing, extremely fast in-office bleach that whitens teeth in under half an hour. The easy-to-use and unique delivery system allows dentists to complete the procedure using a minimum amount of time. Pola Office+ can be used with or without a bleaching light as it does not require light activation. Pola Office+ contains the unique built-in desensitising agent potassium nitrate, which inhibits postoperative sensitivity. The neutral PH of Pola Office+ ensures maximum comfort during and after treatment, and the short treatment time results in less patient discomfort and lower sensitivity.

Pola Day and Night are take-home tooth whitening systems prescribed only by dental professionals to be used by patients in custom-made tooth whitening trays. Pola Day is hydrogen peroxide-based and Pola Night is carbamide-peroxide based. Both systems are available in three concentrations to allow a tailor-made whitening program addressing all patient needs.

All Pola take-home tooth whitening products are in a high viscosity neutral PH gel, contain a unique blend of soothers and conditioners and have a high water content ensuring the greatest possible patient comfort and reduced sensitivity in a take-home kit.

Pola Paint is a paint-on tooth whitening system designed to be used as touch-up procedure to maintain a previously whitened smile. There is no need for trays to be made. Patients simply purchase a kit from you and do the work themselves. Pola Paint is an excellent marketing tool for your tooth whitening business.

The well-established line up of Pola tooth whitening products has recently been complemented with “Pola Day CP,” which is a 35 percent carbamide peroxide version of Pola Day and offers an extremely fast 15 minute take-home whitening time. This is perfect for people who want to bleach their teeth at home and can never find the time to do it.

SDI understands the need for dental professionals to set themselves apart and thus offers dental professionals a wide range of complimentary marketing support, including posters, patient brochures, statement stuffers and window decals. Beyond the standard materials, SDI also provides custom marketing materials through its in-house graphics department.

The “Whiter.Brighter.You.for life” patient loyalty program has helped hundreds of dental professionals increase their patient base and reduce last-minute cancellations and no-show appointments. This is a unique and inexpensive program that can be easily and quickly implemented into your dental office.

To learn more about the Pola tooth whitening system, contact your local authorized dental dealer representative or schedule a visit from your SDI representative.

For additional information, please contact SDI at (800) 228-5166 or visit www.sdi.com.au/en/tooth-whitening.